



Charlottesville Area Transit Advisory Board

January 27, 2015
8:30 AM—12:30 PM

Time	Activity
8:30—9:00	Welcome Introductions Agenda review / Purpose
9:00—9:30	Historical perspective
9:30—10:30	Critical success factors Clarity of purpose Shared understanding of roles and responsibilities for members
10:30—10:45	BREAK
10:45—11:30	The big picture —connecting the dots City – Strategic plan Public Works Regional partners / customers
11:30—12:15	Action plan
12:15—12:30	Next steps



CAT Advisory Board Record of Proceedings December 9, 2014

- Meeting was called to order by Chair Dede Smith at 8:40 AM. A quorum was not present.
- Board Members present were:
 - Dede Smith, Charlottesville City Council
 - Lucas Lyons, JAUNT
 - Will Cockrell, Thomas Jefferson Planning District Commission
 - Kathy Welch, County resident
 - Jason Ness, Workforce Development
 - Lena Seville, City resident
 - Jim Self, City resident
- Members not present were:
 - Peter Thompson, Senior Center
 - Diantha McKeel, County resident
 - Rebecca White, UVA
- Guest – Randy Salzman, Jim Mann
- Approval of the minutes was put on hold pending a quorum
- A quorum was reached at 8:44 AM
- The Agenda was approved with the following changes:
 - Chair Smith added the selection of committee assignments to the Belmont Bridge Steering Committee, Code Audit/Streets that Work Committee, and PLACE
 - Motion by J. Self to Approve, Second L. Seville
- Minutes of the October 28 meeting were approved, Motion L. Lyons, Second K. Welch.
- Mr. Randy Salzman, local transportation writer, gave a presentation about “Travel Smart”. Travel Smart is a program used in Australia and in Bellingham, Washington to enhance ridership. The program stresses behavior change and the use of different transportation modes for different trip purposes. The focus is on commuters and on quality service by the transit agency.
- Mr. Jones presented a short update on the City Code Audit process
- Mr. Jones gave an update on the RTA transportation committee
- Mr. Jones gave an update about inclement weather operations
- The Board would like to have a planning retreat for the first 2015 meeting in January. A facilitator will be used and riders and drivers will be invited. The retreat will be held at CAT offices on Avon Street Extended.
- Meeting adjourned at 10:20 AM

Next Meeting
Tuesday January 27, 2015 8:30 AM to 12:00 ?
CAT Operations Offices
1545 Avon Street Extended
Transportation from DTS will be offered at 8:00 AM

CAT Ridership in FY 2014

Ridership during FY 2014 trended down slightly. The following table compares FY 2013 and FY 2014 and shows the increases/ declines on a month by month basis:

Fiscal Year:	FY 2013	FY 2014	% +/-
Month:			
July	188,250	192,046	2.02%
August	209,781	197,877	-5.67%
September	212,220	213,072	0.40%
October	227,861	232,917	2.22%
November	203,838	200,733	-1.52%
December	175,236	169,674	-3.17%
January	184,872	164,961	-10.77%
February	199,422	174,187	-12.65%
March	197,941	178,161	-9.99%
April	228,173	205,906	-9.76%
May	196,229	175,085	-10.78%
June	181,328	170,280	-6.09%
Totals:	2,405,151	2,274,899	-5.42%

We expected a downturn in ridership of up to 20% after the route realignments in January. While, as this chart shows, we did lose ridership during the period, it was never higher than just under 13%.

CAT has overcome this downturn and ridership during the first half of FY 2015 is trending upward.

CAT Route Statistics for the First Half of FY 2015

For July:

Total Ridership – 187,587, down 2.29% under last year (191,774)
Local Routes – 70,129, up 0.49% over last year (59,789)
Key Routes – 111,955, down 8.37% under last year (122,185)
Lifeline Routes – 5,503, No comparison, Route 11 did not operate last July
County Funded Ridership - 41,234, up 0.91% over last year (40,864)
UVA Funded Ridership – 29,677, up 2.33% over last year (29,002).

For August:

Total Ridership – 191,526, down 3.21% under last year (197,877)
Local Routes – 70,808, down 2.58% under last year (72,681)
Key Routes – 115,840 down 4.79 % under last year (121,671)
Lifeline Routes – 4,078, up 38.38% over last year (3,525)
County Funded Ridership - 43,417, down 1.07% under last year (43,886)
UVA Funded Ridership – 32,313, up 3.28% over last year (31,287).

For September:

Total Ridership – 228,225, up 7.11% over last year (213,072)
Local Routes – 72,856, up 8.73% over last year (67,009)
Key Routes – 150,848 up 6.11 % over last year (142,161)
Lifeline Routes – 4,521, up 15.86% over last year (3,902)
County Funded Ridership - 46,016, up 11.27% over last year (41,356)
UVA Funded Ridership – 41,043, up 9.20% over last year (37,586).

For October:

Total Ridership – 234,516, up 0.69% over last year (232,917)
Local Routes – 76,005, up 13.04% over last year (67,239)
Key Routes – 153,721, down 0.11% under last year (153,896)
Lifeline Routes – 4,790, up 9.31% over last year (4,382)
County Funded Ridership - 47,164, up 3.84% over last year (45,422)
UVA Funded Ridership – 43,786, up 0.72% over last year (43,473).

For November:

Total Ridership – 200,752, up 0.01% over last year (200,733)
Local Routes – 61,935, down 5.17% under last year (65,305)
Key Routes – 134,725 up 2.49 % over last year (131,452)
Lifeline Routes – 4,092, up 2.92% over last year (3,976)
County Funded Ridership - 38,424, down 5.85% under last year (40,812)
UVA Funded Ridership – 36,049, up 4.92% over last year (34,358).

For December:

Total Ridership – 181,908, up 7.21% over last year (169,674)
Local Routes – 65,158, up 5.81% over last year (61,578)
Key Routes – 112,480 up 8.07 % over last year (104,078)
Lifeline Routes – 4,270, up 6.27% over last year (4,018)
County Funded Ridership - 40,192, up 4.92% over last year (38,308)
UVA Funded Ridership – 30,639, up 12.28% over last year (27,289).

For the first Half of FY 2015:

Total Ridership – 1,224,514, up 1.51% over last year (1,206,247)
Local Routes – 416,891, up 1.43% over last year (411,001)
Key Routes – 779,569, up 0.53% over last year (775,443)
Lifeline Routes – 28,054, up 41.67% over last year (19,803)
County Funded Ridership – 256,447, up 2.31% over last year (250,648)
UVA Funded Ridership – 213,507, up 5.18% over last year (202,995).

(**Route key:** Local Routes = 1, 3, 4, 5, 6, 8, 9, 10; Key Routes = 7, Free Trolley; Lifeline Route = 11; County Funded Routes = 1, 3, 5, 10, 11; UVA funds free rides for students, faculty, and health services staff on all routes)

August 2014 Route Adjustments:

After the January 4, 2014 changes were put in place, staff re-evaluated how these routes were performing. Based upon these evaluations, CAT made the following changes in August 2014:

Route 1:

- Route 1 was realigned to provide service on Monticello Road.
- One additional hour of service was added to the evening route to provide better coverage for students taking night classes at PVCC.

Route 7:

- Route 7 was adjusted to 15 minute service. This eased an issue with transfers from Route 5 (Route 5 does not service Downtown).

Route 10:

- Five hours of additional evening service was added to Route 10. This added back night service to the Pantops area replacing old Route 24 and established night service to MJH.

CAT First Two Quarters FY 2015 Highlights

- Minor Route realignments and time changes went into effect on August 16, 2014.
- Ridership for the first two quarters of FY 2015 is up 1.51% over the same period of FY 2014.
- A recent article from a New York based online publication recently published an article regarding Per Capita Ridership for CAT which stated erroneous Per Capita statistics. We attempted to contact them to verify their statistics but they did not return our calls or messages. The article stated that Charlottesville Area Transit's Service Area per Capita ridership was 3.02 passengers per capita. In FY 2014, our per capita ridership at CAT was actually 29.21 passengers per capita. That figure places us among the top 50 transit systems in the United States in this category.
- The CAT Automated Fare Collection upgrade project has entered final design stage. There were some late design changes that required change orders. We are on schedule for full deployment in the second quarter of CY 2015. Once operational, the system will also provide us with stop level ridership data which will greatly assist future planning efforts.
- As a means to address driver recruitment issues, CAT has worked cooperatively with City Economic Development's Office of Workforce Development to create a program to train bus drivers for CAT. We are very pleased with the progress of the GO DRIVER program so far. The first class produced 12 graduates all of whom are employed at CAT. To date, 6 are completing training and 6 are driving routes.
- Route 3, 4 and 6 were realigned in the Willoughby area after it was discovered we were utilizing a private driveway to access Willoughby Square Shopping Center. The realignment has inconvenienced some shoppers and caused some rush time delays on Route 4. We are exploring alternatives to allow the use of the driveway.
- CAT had a Safety Management System (SMS) Gap Analysis performed by FTA December 8-10, 2014. This analysis identified operation gaps in our SMS and will assist us in filling these gaps and implementing the SMS.
- CAT had its State Financial Compliance Audit on December 17 & 18. There were no findings issued and only two fiscal recommendations.
- CAT submitted its Triennial General Information Review on December 23. The On Site portion of the FTA Triennial Review will be April 27 & 28, 2015.
- CAT has placed "3 Feet Please" reminders on the rear of its buses. These are to remind motorists to allow cyclists on our area highways 3-feet when passing.